

Message Text

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ACTION EUR-06

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USDOC FOR DON JOHNSON/OIM

E.O. 11652: N/A

TAGS: BTRA SZ

SUBJECT: VISIT OF SWISS BUSINESSMEN

1. PROMINENT SWISS DETERGENTS AND COSMETICS MANUFACTURER WISHES TO EXPAND AND DIVERSIFY MANUFACTURING AND SALES PROGRAM. SEEKS LICENSES AND AGENCIES FOR CLEANING AND CHEMICALS TECHNICAL PRODUCTS FROM US SUPPLIERS.

2. TWO OF COMPANY'S TOP EXECUTIVES WILL BE VISITING CHICAGO AREA OCTOBER 16 AND 17 AND WOULD LIKE TO MEET THERE POTENTIAL AMERICAN PRODUCERS FOR DISCUSSIONS AND NEGOTIATIONS. SWISS FIRM IS LOOKING FOR ENTERPRISING INVENTIVE SMALL TO MEDIUM-SIZED MANUFACTURERS WITH NOVEL PRODUCTS.

3. EMBASSY WOULD APPRECIATE DEPARTMENT'S HELP IN ALERTING APPROPRIATE BUSINESS CIRCLES. PLEASE TELEGRAPH NAMES AND ADDRESSES OF INTERESTED PARTIES NOT LATER THAN END SEPTEMBER SINCE THE TWO COMPANY OFFICIALS WILL BE DEPARTING SWITZERLAND OCTOBER 4.

4. SWISS FIRM CONCERNED IS FRIEDRICH STEINFELS AG, HEINRICHSTRASSE 255, 8023 ZURICH. NAMES OF TWO COMPANY DIRECTORS VISITING US ARE DR MARC STEINFELS, JR.,
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AND MR R.W. FISCHER. STEINFELS IS OLD FAMILY BUSINESS

WITH STOCK CAPITAL OF SF 3 MILLION AND OTHER, SUBSTANTIAL
ASSETS AND LIQUID FUNDS. IT IS SWITZERLAND'S LARGEST
PRODUCER OF SOAPS AND DETERGENTS WITH A CURRENT
MARKET SHARE OF 30 PER CENT. FIRM IS ALSO SUCCESSFULLY
ACTIVE IN OLEOCHEMICAL AND COSMETICS FIELDS.
MAINTAINS EXTENSIVE AND CLOSE RELATIONS WITH CHEMICAL
INDUSTRIES IN SWITZERLAND AND OTHER MAJOR WEST EUROPEAN
COUNTRIES. WTDR DECEMBER 1972.
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